

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581420-1	10/14/12	October 2012	10/01/12 - 10/10/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
SEIU - Service Employees I	Issue	1962

Billing Address:

**Waterfront Strategies**  
**Attention: Accounts Payable**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

Flight Dates	Order #	Alt Order #
10/04/12 - 10/10/12	581420	09836824

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code
	112	119

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/10/12	7-8a	7-8a	MTW----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$825.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 7:10 AM 7-8a 7-8a :30 SEIU12102 \$825.00 NM									
2	10/08/12	10/10/12	8-9a	8-9a	MTW----	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$825.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 8:43 AM 8-9a 8-9a :30 SEIU12102 \$825.00 NM									
3	10/08/12	10/10/12	M-F 9-10a	9-10a	MTW----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 9:26 AM M-F 9-10a 9-10a :30 SEIU12102 \$500.00 NM									
4	10/08/12	10/10/12	M-F 12-1p	12-1p	MTW----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 12:39 PM M-F 12-1p 12-1p :30 SEIU12102 \$500.00 NM									
5	10/08/12	10/10/12	M-F 3-4p	3-4p	MTW----	:30	3	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 3 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 3:37 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM 2 4 Tu 10/09/12 3:30 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM 3 4 W 10/10/12 3:55 PM M-F 3-4p 3-4p :30 SEIU12102 \$150.00 NM									

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Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581420-1	10/14/12	October 2012	10/01/12 - 10/10/12
Advertiser	Product	Estimate Number	
SEIU - Service Employees	Issue	1962	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/08/12	10/10/12	M-F 4-5p	4-5p	MTW----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 4:13 PM M-F 4-5p 4-5p :30 SEIU12102 \$375.00 NM									
7	10/08/12	10/10/12	5-530p	5-530p	MTW----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 5:14 PM 5-530p 5-530p :30 SEIU12102 \$1,000.00 NM									
8	10/08/12	10/10/12	M-F 630-7p	630-7p	MTW----	:30	1	\$3,500.00	NM
In 9 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 10/09/12 6:42 PM M-F 630-7p 630-7p :30 SEIU12102 \$3,500.00 NM									
9	10/08/12	10/08/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	1	\$3,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$3,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 7:20 PM FOX Prime Monday 7-8p 7p-8p :30 SEIU12102 \$3,300.00 NM									
10	10/10/12	10/10/12	FOX X Factor	7-9p	--W----	:30	1	\$3,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --W---- 1 \$3,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/10/12 6:58 PM FOX X Factor 7-9p :30 SEIU12102 \$3,800.00 NM									
11	10/08/12	10/10/12	9-930p	9-930p	MTW----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 9:24 PM 9-930p 9-930p :30 SEIU12102 \$1,800.00 NM									
12	10/08/12	10/10/12	930-10p	930-10p	MTW----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 MTW---- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 9:56 PM 930-10p 930-10p :30 SEIU12102 \$1,800.00 NM									

**Total Spots 14 Gross Total \$18,675.00**

## Payment Terms 30 Days

**Agency Commission \$2,801.25**

**Net Amount Due \$15,873.75**